

Message Text

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22

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 070628Z JUL 76
FM AMEMBASSY MADRID
TO USDOC WASHDC
INFO AMCONGEN BARCELONA
AMEMBASSY BELGRADE
AMCONSUL ZAGREB
SECSTATE WASHDC 6300

UNCLAS MADRID 5223

E.O. 11652: N/A

TAGS: BEXP, ENRG, SP

SUBJECT: TECHNICAL SALES SEMINAR ON ENERGY SYSTEMS

REF: USDOC 10936

1. MADRID REQUESTS CHANGE IN SCHEDULE OF ENERGY SYSTEMS TECHNICAL SALES SEMINAR. POST HAD ORALLY AGREED WITH CMM DURING HIS RECENT MADRID VISIT THAT ENERGY TSS WOULD COME TO SPAIN EARLY NOVEMBER FOLLOWING YUGOSLAVIA VISIT AND HAD SCHEDULED LEAVE FOR STAFF WITH THAT DATE IN MIND. ALSO BARCELONA COMMERCIAL STAFF WILL BE HOLDING CATALOG SHOW AT SONIMAG EXHIBITION OCT 9 TO 17.

2. POST ALSO REQUESTS CHANGE IN COMPOSITION OF SEMINAR. OUR EXPERIENCE WITH TECHNICAL SEMINARS DURING RECENT MEDICAL EQUIPMENT TSS AND US EXHIBITION AT BILBAO INTERNATIONAL FAIR HAS LED TO CONCLUSION THAT SEMINAR PAPERS, UNLESS PRESENTED AT SPECIFIC INVITATION OF LOCAL SCIENTIFIC, ACADEMIC, GOVERNMENTAL OR PROFESSIONAL ORGANIZATIONS, DO NOT DRAW THE QUALITY NOR QUANTITY OF ATTENDEES DESIRED. BY COINCIDENCE THE POST HAS JUST BEEN REQUESTED BY THE INSITUTE OF CIVIL ENGINEERS OF SPAIN TO SUPPLY IT WITH NAMES OF AMERICAN AGENCIES OF COMPANIES THAT COULD PRESENT A TECHNICAL CONFERENCE AND/OR PARTICIPATE IN A CONFIERENCE AT THE FIRST SYMPOSIUM ON ENERGY ADMINISTRATION TO BE HELD IN LAS PALMAS, GRAN CARARIA, OCT. 25 TO 30, 1976.

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3. IN VIEW OF ABOVE POST SUGGESTS THE FOLLOWING:

A. SEMINARS BE DROPPED FROM SPANISH PROGRAM WITH ONE OR TWO OF MORE PRESTIGIOUS SEMINAR EXPERTS SELECTED TO GO TO THE FIRST SYMPOSIUM ON ENERGY ADMINISTRATION IN LAS PALMAS DIRECTLY FROM BELGRADE (OCT. 26).

B. GROUP TO ONLY HOLD APPOINTMENTS AND, IF DESIRED, PRODUCT PRESENTATIONS IN BARCELONA AND MADRID.

C. REVISED SCHEDULE:

NOV 1 - ARRIVAL BARCELONA (ALL SOULS DAY, - NO ACTIVITIES PLANNED)

NOV 2 AND 3 - APPOINTMENTS BARCELONA.

NOV 3 EVENING - TRAVEL TO MADRID

NOV 4 AND 5 - APPOINTMENTS IN MADRID.

4. PLEASE ADVISE ASAP, INCLUDING SUGGESTED SPEAKERS, SINCE WE MUST REPLY TO INSTITUTE OF CIVIL ENGINEERS WITH NAMES OF POSSIBLE CONFERENCE PARTICIPANTS WITHIN THE NEXT WEEK.
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